

PROJECT OBJECTIVES, GOALS, AND IMPLEMENTATION (POGI)

EducationUSA Advising Coordination and Support Program Program, ECA/AS/A-10-03 Office of Global Educational Programs Educational Information and Resources Branch

The POGI guidelines apply specifically to the Request for Grant Proposals (RFGP), issued by the Bureau of Educational and Cultural Affairs (ECA), Office of Global Educational Programs, Educational Information and Resources Branch (ECA/A/S/A) for the EducationUSA Advising Coordination and Support Program. Proposals must conform to the RFGP, the Guidelines stated in this document, and the standard Proposal Submission Instructions (PSI). Applications not adhering to the conditions set forth herein may be deemed technically ineligible. These guidelines are specific to the program mentioned above and are IN ADDITION TO the Standard Guidelines outlined in the PSI. If there is a perceived disparity between the standard and program specific Guidelines and the program information supplied in the accompanying RFGP, the RFGP is to be the dominant reference.

I. STATEMENT OF WORK

The recipient(s) of these cooperative agreement(s) will support the Bureau's commitment to provide accurate, comprehensive, and unbiased information on U.S. higher education to foreign audiences through programmatic oversight, communication, professional development, logistical support, and human resource services for ECA/A/S/A's educational advising activities. Applicant organizations should submit separate proposals with budgets and narratives outlining a comprehensive strategy for the administration and implementation of each program component for which they are applying:

Component A: Regional and Country EducationUSA Advising Coordination;

Component B: EducationUSA Advising Support (in one or more of four specified regions (Eurasia/Central Asia, Middle East/North Africa, East Asia and the Western Hemisphere)).

Successful administration of this agreement should maximize contact between coordinators and advisers, improve the quality of EducationUSA advising services both to international students and to U.S. colleges and universities, and extend EducationUSA outreach programs to larger and broader groups of prospective international students hoping to study in the U.S. and to colleges and universities in the U.S. seeking to increase international enrollments and to expand study abroad programs.

II. PROGRAM SPECIFIC GUIDELINES

Proposals should describe in detail how applicant(s) will fulfill the responsibilities outlined below.

Component A: Regional and Country Educational Advising Coordination

Applicants may request funding to support approximately 14 Regional Educational Advising Coordinators (REACs) based in the following regions: East Asia/Pacific, Europe, Eurasia/Central Asia, Middle East/North Africa, South Asia, Sub-Saharan Africa, and the Western Hemisphere. Proposals should also include a request

for funding for country coordinator support for the following countries: Brazil, China, Indonesia, Russia, and Vietnam.

The recipient organization will ensure that **Regional and Country Coordinators** have the necessary logistical and programmatic support to complete the following tasks:

1. Oversee the work of the advising centers in close consultation with ECA/A/S/A to ensure their ability to promptly respond to regional goals and Bureau priorities.
2. Encourage EducationUSA centers to adhere to the EducationUSA mission: to provide accurate, comprehensive, current, and unbiased information on educational opportunities in the United States, including prominent reference to this mission on promotional materials and websites.
3. Strongly encourage EducationUSA centers to display a statement on promotional materials and websites that they belong to a network of educational advising centers affiliated with the U.S. Department of State's Bureau of Educational and Cultural Affairs.
4. Establish and maintain strong consultative professional relationships with the chief executive officers of the organizations employing educational advisers
5. Conduct site visits to selected advising centers in consultation with ECA/A/S/A, and submit timely reports to ECA/A/S/A.
6. Evaluate the needs of advising centers and provide advisers with appropriate reference books, equipment and professional development opportunities through regional workshops, internships and other professional opportunities, in consultation with ECA/A/S/A. Applicant organizations should include in their budgets for this component approximately \$1,000 in funding for books and \$500 for equipment for each center. The final amount may vary based on size of center and scope of services provided. Applicant organizations should include up to \$200,000 per region for workshops and adviser professional development
7. Provide funds in consultation with ECA/A/S/A to improve outreach to areas underserved by advisers and to provide supplemental country-specific project management and professional development.
8. Engage educational advisers in the identification of candidates for ECA's Opportunity Scholarship program at advising centers listed below. Advisers will identify non-elite, academically gifted students for consideration by Public Affairs Sections of U.S. Embassies in the program which covers the up-front costs of application, testing, visas, and travel for students with excellent prospects for obtaining financial aid from U.S. colleges and universities. Under this program, students must receive the approval of the Regional Educational Advising Coordinator and the relevant Public Affairs Officer. Subject to change by ECA/A/S/A, the countries currently approved for participation in the Opportunity Scholarship program are: Algeria, Belarus, Bolivia, Brazil, Colombia, Ecuador, Egypt, Indonesia, Kazakhstan, Kyrgyzstan, Malaysia, Nicaragua, Paraguay, Peru, Philippines, Russia, South Africa, Tajikistan, Turkey, Turkmenistan, Ukraine, Venezuela, and Yemen. Applicant organizations should explain how they will ensure that regional and country coordinators work productively with EducationUSA centers to ensure a smoothly coordinated administration of this program in those countries where it operates.
9. Maintain regional websites, listservs and newsletters to highlight activities and share information about current initiatives and achievements of EducationUSA centers.
10. Increase the visibility of EducationUSA centers through outreach to a variety of constituents and stakeholders, including U.S. college and university representatives, host country government officials, and local educational leaders.
11. Develop and maintain a database of contacts at U.S. institutions of higher education.

12. Represent ECA at international education conferences and other educational events. Activities must be conducted with the concurrence of ECA/A/S/A and in consultation with Public Affairs Sections of U.S. Embassies and Fulbright Commissions where appropriate.
13. Ensure that all advising center contact information is correctly entered in the ECA/A/S/A database available on the advisers' website (www.educationusa.state.gov/advisers). Contact information must be entered in English for use by U.S. schools and may also be entered in local languages as well.
14. Coordinate the development and annual revision of advising center facts sheets on their countries. Updated fact sheets should be available in an easily accessible format on websites and must be submitted to ECA/A/S/A by the end of each calendar year. Fact sheets should include:
 - a. A history and overview of advising in each country;
 - b. A description of advising services for students and for U.S. university representatives;
 - c. Issues and trends impacting education in the adviser's country;
 - d. Information on each country's educational system;
 - e. Center name, location, hours, adviser contact information;
 - f. Confirmation that the center is providing accurate, unbiased information about all accredited U.S. higher education institutions.
15. Provide concise analytical reports annually to ECA/A/S/A and the Public Affairs and Consular sections of U.S. embassies on issues concerning the advising centers and trends in student mobility, with special reference to underserved groups.
16. Stay abreast of the latest visa regulations, and ensure advising centers work with Public Affairs and Consular Sections of U.S. Embassies/Consulates to assist students in the visa application process.
17. Coordinate the advisers' submission of numbers of center contacts (in-person, phone, fax, web, fairs, outreach etc.) via ECA/A/S/A's statistics data base on a quarterly basis.
18. Increase public knowledge of U.S. education through contributions to university fairs and media programs focused on education abroad.
19. Monitor and coordinate the proper use of the EducationUSA logo and mission statement in close consultation with ECA/A/S/A.
20. For countries with significant additional potential to host U.S. students on study abroad programs, coordinators should work productively with EducationUSA centers to encourage them to assist U.S. colleges and universities to assess and identify opportunities to establish or develop study abroad programs.

The recipient organization will also ensure that a **Marketing Coordinator** has the necessary support to complete the following tasks:

1. Coordinate the maintenance, revision and efficient utilization of online materials in key languages such as Persian, Russian, Chinese, Arabic, Spanish, French, Portuguese, Japanese, Bahasa Indonesia and Vietnamese. Other languages may be included based on consultation with ECA/A/S/A.
2. Research effective, worldwide marketing strategies for EducationUSA.
3. Plan for implementation of marketing strategies, developed by that research, on a country-specific, regional and global basis.
4. Coordinate the design, production and writing of marketing material, including copy-writing, editing and proof-reading. Collaborate with partner organizations and government agencies to develop EducationUSA promotional materials.
5. Develop workshops and web-based content to train REACs and EducationUSA advisers on effective use of marketing materials.

6. Edit and distribute to interested U.S. institutions, the EducationUSA-Higher Education Institutions quarterly newsletter.
7. Support ECA/A/S/A-funded projects to develop content in a variety of media to promote U.S. higher education overseas (e.g., foreign language promotional videos).
8. Develop and implement strategies for enhanced communication and cooperation with international and higher education organizations and associations.
9. Produce an electronic journal that builds the skills and knowledge necessary for EducationUSA advisers to encourage international students to study in the United States. The journal will:
 - a. Provide support for the operational challenges EducationUSA advisers face by addressing complex immigration procedures, answering frequently asked questions and communicating up-to-date information.
 - b. Strengthen cooperation between EducationUSA centers by creating a forum for advisers to network and share best practices and by publishing articles written by advisers and REACs.
 - c. Provide comprehensive information about American higher education, addressing hot topics, trends, deadlines, news and issues in addition to highlighting unique opportunities and innovative programs, drawing on relationships with universities and higher education associations.
 - d. Assure quality through comprehensive and ongoing project evaluation and monitoring, and by conducting ongoing surveys among advisers to determine the resources they require, and how well the journal responds to their needs.

The recipient organization will also ensure that a **REAC Director** for the program has the necessary logistical and programmatic support to supervise the work of the regional educational advising coordinators (REACs), country coordinators and the market coordinator. The director will work in close consultation with ECA/A/S/A to ensure that all coordinators promptly respond to regional goals and Bureau priorities as previously stated above.

The recipient organization will ensure that all coordinators receive human resource services. The recipient organization will:

1. Provide coordinators salary and benefits, including health insurance (coordinators may be asked to pay a portion of premium as well as deductible), medical evacuation, and retirement contributions. Suggested REAC and Marketing Coordinator salary range should be between \$50,000 and \$80,000. Suggested Country Coordinator salary range should be between \$20,000 and \$50,000. All salary and benefits should reflect local conditions but be consistent with U.S. standards.
2. Provide coordinators access to corporate credit card, travel agent, and accounting/bookkeeping services.
3. Provide (or work with a host organization to provide) office space, and equipment (at a minimum, equipment should include a laptop computer with Internet; standard software programs and printer; access to photocopier and fax machine; a scanner if necessary; and an LCD projector).
4. Provide administrative, programmatic and technical support, including repair of computer equipment, laptops, and other electronic equipment.
5. Provide professional development opportunities such as language or computer professional development in consultation with ECA/A/S/A.

6. Conduct annual personnel evaluations of the coordinators in consultation with ECA/A/S/A.
7. As needed, post vacancy announcements, identify finalists, conduct interviews and select candidates for coordinator positions in consultation with ECA/A/S/A.

Through this cooperative agreement, the Bureau intends to provide a coherent administrative structure for overseas advising coordination. ECA/A/S/A maintains a substantial level of involvement in overseeing the format and content of the assistance provided by the Bureau to EducationUSA advisers. Ongoing coordinator office expenses, including rent, are also eligible for funding. Please provide clear, itemized detail for these expenses.

In recruiting **new candidates** for coordinator positions, the following qualification standards should be met:

1. Fluency in English.
2. Fluent or near-fluent ability in a regional language.
3. Thorough knowledge of the EducationUSA network, educational advising programs and centers.
4. Experience living and traveling in the region, and a demonstrated willingness and ability to undertake an ambitious travel schedule.
5. Thorough knowledge of the system of higher education in the U.S., including such issues as accreditation, distance learning the admissions process, standardized testing study abroad, internationalization efforts, and financial aid.
6. Organizational and public speaking skills needed to administer adviser professional development programs and conferences.
7. Excellent skills in time management, written and oral communication, and computer usage, especially Internet, spreadsheets and listserv management.

Component B: EducationUSA Advising Support

Organizations are invited to submit proposals to operate or provide administrative support for EducationUSA advising centers in the following regions:

- East Asia: China, Vietnam, Mongolia
- Eurasia/Central Asia: Armenia, Azerbaijan, Belarus, Georgia, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan and Ukraine
- Middle East/North Africa: Egypt, Gaza; Jordan, Kuwait, Lebanon, Morocco, Oman, Syria, Tunisia, West Bank, and Yemen
- Western Hemisphere: Guatemala, Mexico

Organizations may propose additional regions/countries; however, additional regions and countries will only be funded based on Bureau needs and resources and in consultation with ECA/A/S/A. Proposals should indicate the locations where the applicant(s) organization has the institutional capacity to host and support advising centers. Proposals should include information about each advising center, describing its location and hours of operation, staffing pattern (including percentage of time each employee will devote to advising activities and a description of their functions and responsibilities), an estimated budget for each office, and information delineating the services that will be provided by each center. Proposals should also include information about any homepages or websites developed by or for centers.

Recipient(s) responsibilities for this program include:

1. Establishing and managing centers in specified countries/locations to provide overseas educational advising, orientation, and information services for foreign students and scholars seeking guidance on opportunities in U.S. higher education.

Applicant organizations may propose specific locations within the countries and regions listed above based on the organizations' knowledge of local environments and educational markets as well as the Bureau's priorities of maximum impact and outreach to underserved populations. Proposal(s) should describe each proposed center's operations and include a work plan for each center that gives annual target figures for number of group advising sessions, individual advising sessions, updated handouts, and outreach trips. The description of each proposed center should include the location and hours of operation, a staffing pattern, a clear explanation of the percentage of time each employee would devote to advising activities as well as non-advising activities (including, but not limited to, work on behalf of other ECA assistance awards if applicable), employee functions and responsibilities, an estimated budget, and a delineation of all services provided by that center. Proposals should demonstrate each center's ability to provide the following educational advising services to international students and scholars:

- a. Information and guidance on accredited U.S. higher educational institutions, systems, tuition and related costs, fields-of-study, specialized professional development, distance education, etc.;
- b. Information and advising on standardized tests required by U.S. universities, to include the provision of information on registering for tests given on computer (Internet-Based Testing) or in pencil-and paper format;
- c. Information and research on short-term institutional professional development in technical and professional fields;
- d. Information on English language professional development programs in the United States;
- e. Group and individual advising sessions, pre-departure orientation, and re-entry programs as appropriate for the location.
- f. Proposals should describe the applicant's ability to provide additional resources at advising centers, such as:
 - i) Student-accessible comprehensive university catalogs in print or electronic format and an extensive collection of current reference materials on U.S. educational institutions and programs;
 - ii) Student-accessible computers (the number of computers in each center should be commensurate with the anticipated volume of student traffic) with bookmarks to U.S. study sites, especially <http://EducationUSA.state.gov>;
 - iii) Office equipment and software such as e-mail, Internet access, facsimile machines, and other equipment that expedite the processing of inquiries, facilitate the advising function, and increase communication among the field offices and the REAC, ECA/A/S/A and the recipient organization's U.S. headquarters office.
 - iv) Use of Digital Video Conferencing, web-based advising and other technological innovations that advance the advising centers' ability to reach and assist target audiences.
 - v) A room suitable for conducting group advising sessions with Power Point presentations, a room suitable for private, individual advising consultations.

2. Encouraging advisers in ECA-funded offices to apply to the Bureau for professional development opportunities offered by ECA/A/S/A and the Regional Educational Advising

Coordinator (REAC).

The Bureau will provide access to professional development opportunities such as the U.S.-Based Training Program (USBT), the Professional Advising Leadership (PAL) program, in-country workshops, conferences in the United States, workshops within the region, and other programs offered by the Regional Educational Advising Coordinator. All these services will be supported by the Bureau under Component A of this program or through other cooperative agreements between the Bureau through mechanisms outside the agreement(s) to be funded under Component B, and its cooperating partner organizations. The Bureau expects that the recipient will encourage advisers to participate in these events (while providing coverage for daily advising activities) and will provide cost sharing for advisers selected to do so. Budgets should reflect an applicant organization's plan for cost sharing professional development activities. This proposed cost-sharing may be in the form of international airline tickets for advisers to attend professional development programs, supplements of rent or advisers' salaries, etc.

3. Tracking statistics about the use of advising services to show both inputs and outcomes. Directing each advising center to maintain statistics on advising center services such as the monthly number of telephone, e-mail and walk-in contacts, number of outreach sessions and number of attendees at each. These statistics will be sent directly to the appropriate Regional Educational Advising Coordinator monthly.
4. Reporting, monitoring, and evaluating award activities through monthly messages via e-mail to the ECA Program Officer, quarterly meetings with the ECA Program Officer, and semi-annual reports to the ECA Grants Office, including the Financial Status Report "Long Form 269" recording program income.
5. Conducting outreach sessions to underserved populations, whenever possible in collaboration with Public Affairs and Consular staff, to inform them of U.S. study opportunities and the services available at the EducationUSA advising center.
6. Displaying prominently the EducationUSA logo and mission statement in all centers, on the recipient organization's website, and on all advising center materials.
7. Providing services to U.S. colleges and universities (e.g., study abroad programs, college fairs, or assistance in logistical arrangements for recruitment) provided that centers maintain impartiality and continue to represent the full range of accredited U.S. academic institutions. Centers may recruit sponsors for activities such as pre-departure orientation. Funding under this agreement may not be used to support the fee-based placement services of clients at specific universities.
8. Following an initial group advising session to be offered free of charge, other services may be provided to students for a minimal charge, in accordance with local economic and market conditions. Such services may include individual advising, transcript evaluations, translations, certification of documents, pre-departure orientations, specialized workshops and other appropriate services. If the applicant(s) plans to charge students, a detailed justification and fee schedule should be included in the proposal, along with a statement indicating the anticipated revenue from such fees.

If these fees are related to advising activities supported by this cooperative agreement and stated in the above paragraph (i.e., not placement services or administration of Fulbright or other scholarship programs), income must be reported under this program and recycled into advising services. Given ECA/A/S/A's priority of reaching non-elite populations, it is essential that fee structures allow applicant(s) to reach beyond economically privileged populations. Therefore, proposals should include a statement regarding the level and accessibility of information available to those unable to use paid advising services. Applicant(s) should explain what they propose to do to provide low cost individual services, such as use of a sliding fee scale, breaking down packaged services and charging less for each, or use of a small and appropriate membership fee to achieve sufficient income generation through volume. Semi-annual financial reports should show the actual amounts generated and that these funds are applied to support advising services. All such income must be enumerated on Financial Status Report "Long Form 269." Program reports should also show how using such income reinforces the goals and objectives of this award.

9. Monitoring the status of educational systems in each of the countries, providing trend reports and sharing that information with ECA/A/S/A and Embassy Public Affairs offices within each country. The applicant(s) should be prepared to assist and support educational outreach activities of Embassy offices abroad by developing a network of contacts with local Ministries of Education, universities, and other appropriate institutions.
10. If applicable, engaging educational advisers in the identification of candidates for ECA's Opportunity scholarship program at advising centers in locations specified by the program office.
11. For countries with significant additional potential to host U.S. students on study abroad programs, applicant organizations should explain how they will work productively with EducationUSA centers to encourage them to assist U.S. colleges and universities to assess and identify opportunities to establish or develop study abroad programs.
12. As regionally appropriate - developing on-line advising services and materials in local languages such as Persian, Russian, Chinese, Arabic, Spanish, Bahasa Indonesia and Vietnamese. Others may be added based on Bureau needs and priorities.

In addition, ECA/A/S/A support is contingent upon the following standards of operation:

1. Information: Centers should provide information to all interested persons on the application process to U.S. colleges and universities, issues of accreditation, up-to-date information on student visa regulations and requirements, standardized tests, scholarships and grant opportunities--including all USG sponsored exchange programs-- information about life as a student in the U.S., and pre-departure orientation. Special topic lectures and expert speakers are encouraged to provide students with the best quality information. Centers are encouraged to utilize local alumni of U.S. educational institutions to help answer students' questions and provide useful pre-departure information.
2. Fund-Raising/Cost Defrayment: The proposal(s) should explain any measures that the advising center is taking to raise money or defray operating costs.
3. Advisers should participate in appropriate listservs and maintain contact with other educational advisers in other regions.
4. EducationUSA brand: Each center within the State Department-affiliated EducationUSA advising

network should prominently display the EducationUSA logo and mission statement. This logo was created to promote recognition of the network of State Department-affiliated educational advising centers worldwide as places for students to obtain accurate and unbiased information on study in the U.S. The logo should be displayed on all center websites and on all outreach materials; it may be used in addition to any organizational logo.

5. Professional Standards, Guidelines and Development: Educational advisers should adhere to the Standards of Ethical Conduct adopted by NAFSA: Association of International Educators.

PROPOSAL CONTENTS

Applicants should submit a complete and thorough proposal describing the program in a convincing and comprehensive manner. Since there is no opportunity for applicants to meet with reviewing officials, the proposal should respond to the criteria set forth in the solicitation and other guidelines as clearly as possible.

Proposals should address succinctly, but completely, the elements described below and must follow all format requirements.

NOTE: Proposals submitted through Grants.gov may only be submitted in the following formats:

- Microsoft Word
- Microsoft Excel
- Adobe Portable Document Format (PDF)
- ASCII Text
- Joint Photographic Experts Group (JPEG images)

Proposals should include the following items:

TAB A - Application for Federal Assistance Cover Sheet (SF-424)

TAB B - Executive Summary

In one double-spaced page, provide the following information about the project:

1. Name of organization/participating institutions
2. Beginning and ending dates of the program
3. Proposed theme
4. Nature of activity
5. Funding level requested from ECA/A/S/A, total program cost, total cost-sharing from applicant and other sources
6. Scope and Goals
 - a. Number and description of participants
 - b. Wider audience benefiting from program (overall impact)
 - c. Geographic diversity of program, both U.S. and overseas
 - d. Fields covered
 - e. Anticipated results (short and long-term)

TAB C

Calendar of activities/itinerary

Narrative

In 20 double-spaced, single-sided pages, provide a detailed description of the project addressing the areas listed below.

1. Vision (statement of need, objectives, goals, benefits)
2. Participating Organizations
3. Program Activities (advertisement, recruitment, orientation, academic component, cultural program, participant monitoring)
4. Program Evaluation
5. Follow-on
6. Project Management
7. Work Plan/Time Frame

TAB D - Budget Submission

The following costs must be included in the basic budget submission. For current individual salaries, office rental charges or any other amounts not listed below please contact ECA Program Officer Dorothy Mora: telephone (202) 453-8868; email: MMoraDD@state.gov. Indirect costs may not be charged against program expenses.

Component A: Regional and Country Advising Coordination:

1. Coordinator salary and benefits, per diem, equipment, office supplies, communication and workshop organization costs;
2. Explanation of applicant's salary structure—how staff salaries are determined, and any other relevant budgetary notes.
3. Headquarters costs; applicants are encouraged to keep these costs as low as possible and ensure that maximum funding flows to the field offices.
4. Summary budget of overall costs
5. Office Expenses: Rent, communications (telephone, fax, e-mail, etc.), postage/shipping;
6. Center reference materials/equipment/technology purchases;
7. In-country professional development and regional workshops;
8. Outreach/publicity;
9. Audit Costs;

Component B: Education Advising Services:

1. Staff Salaries & Benefits for educational advisers;
2. Explanation of applicant's salary structure—how staff salaries are determined, and any other relevant budgetary notes.
3. Costs involved in administering each center including salaries, fringe benefits, advisor travel and per diem, rent, utilities, and other direct costs.
4. Headquarters costs; applicants are encouraged to keep these costs as low as possible and ensure that maximum funding flows to the field offices.
5. Summary budget of overall costs
6. Office Expenses: Rent, communications (telephone, fax, e-mail, etc.), postage/shipping;
7. Center reference materials/equipment/technology purchases;
8. Outreach/publicity;
9. Audit Costs;

For purposes of this agreement, all direct costs connected with running overseas advising centers will be treated as program expenses: salaries, benefits, staff travel, rent, office expenses, books and

subscriptions, supplies and materials, postage, courier, telephone, fax, telex, e-mail, local transportation, printing, reproduction and advertising. Funds designated for indirect costs, to include overhead and G&A expenses will be treated as administrative expenses. Program funds may not be later transferred into an administrative account.

If applicants choose to charge fixed fees for service rather than a modest membership, a specific schedule of fees should be included, along with an estimate of the income expected from these fees. Income generated by grant-supported activities should be recycled to offset the cost of providing further services. Submissions should include a statement regarding the level and accessibility of information available to those unable to use paid advising services. Income generated through fees should not be described as cost sharing.

TAB E

Letters of endorsement

Resumes

Resumes of all program staff should be included in the submission. No resume should exceed two pages.

TAB F

1.) SF-424B, "Assurances - Nonconstruction Programs".

2.) First time applicant organizations and organizations which have not received an assistance award (grant or cooperative agreement) from ECA/A/S/A during the past three (3) years, must submit as an attachment to this form the following: (a) one copy of their Charter OR Articles of Incorporation; (b) a list of the current Board of Directors; and (c) current financial statements. Note: ECA/A/S/A retains the right to ask for additional documentation of those items included on this form.

3.) **Please note:** Effective January 7, 2009, all applicants for ECA federal assistance awards must include in their application the names of directors and/or senior executives (current officers, trustees, and key employees, regardless of amount of compensation). In fulfilling this requirement, applicants must submit information in one of the following ways:

Those who file Internal Revenue Service Form 990, "Return of Organization Exempt From Income Tax," must include a copy of relevant portions of this form.

Those who do not file IRS Form 990 must submit information above in the format of their choice.

In addition to final program reporting requirements, award recipients will also be required to submit a one-page document, derived from their program reports, listing and describing their grant activities. For award recipients, the names of directors and/or senior executives (current officers, trustees, and key employees), as well as the one-page description of grant activities, will be transmitted by the State Department to OMB, along with other information required by the Federal Funding Accountability and Transparency Act (FFATA), and will be made available to the public by the Office of Management and Budget on its USASpending.gov website as part of ECA's FFATA reporting requirements.

4.) Include other attachments, if applicable.

REVIEW PROCESS

Eligible proposals will be subject to compliance with Federal and Bureau regulations and guidelines and forwarded to Bureau grant panels for advisory review. Proposals may also be reviewed by the Office of the Legal Adviser or by other Department elements. Final funding decisions are at the discretion of the Department of State's Assistant Secretary for Educational and Cultural Affairs. Final technical authority for assistance awards (grants or cooperative agreements) resides with ECA's Grants Officer. ECA reserves the right to reduce, revise, or increase proposal budgets in accordance with the needs of the program and availability of funds.

The submission will be reviewed with the following review criteria in mind:

1. *Quality of the program idea*: Proposals should exhibit originality, substance, precision, and relevance to ECA/A/S/A's mission.
2. *Program planning/Ability to achieve program objectives*: Detailed agenda and relevant work plan should demonstrate substantive undertakings and logistical capacity. Agenda and plan should adhere to the program overview and guidelines described above. Objectives should be reasonable, feasible, and flexible. Proposals should clearly demonstrate how the institution will meet the program's objectives and plan.
3. *Multiplier effect/impact*: Proposed programs should strengthen long-term mutual understanding, including maximum sharing of information and establishment of long-term institutional and individual linkages.
4. *Support of Diversity*: Proposals should demonstrate the recipient's commitment to promoting the awareness and understanding of diversity.
5. *Institutional Capacity/ Institution's Record/Ability*: Proposed personnel and institutional resources should be adequate and appropriate to achieve the program or project's goals. Proposals should demonstrate an institutional record of successful exchange programs, including responsible fiscal management and full compliance with all reporting requirements for past Bureau awards (grants or cooperative agreements) as determined by ECA/A/S/A's Grants Division. ECA/A/S/A will consider the past performance of prior recipients and the demonstrated potential of new applicants.
6. *Follow-on Activities*: Proposals should provide a plan for continued follow-on activity (without Bureau support) which insures that Bureau supported programs are not isolated events.
7. *Project Evaluation*: Proposals should include a plan to evaluate the activity's success, both as the activities unfold and at the end of the program. ECA/A/S/A recommends that the proposal include a draft survey questionnaire or other technique plus description of a methodology to use to link outcomes to original project objectives. Award-receiving organizations/institutions will be expected to submit intermediate reports after each project component is concluded or quarterly, whichever is less frequent.
8. *Cost-effectiveness*: The overhead and administrative components of the proposal, including salaries and honoraria, should be kept as low as possible. All other items should be necessary and appropriate. Proposals should maximize cost-sharing through other private sector support as well as institutional direct funding contributions.

APPLICATION SUBMISSION

The RFGP indicates the date the complete proposal is due and the manner in which proposals must be submitted. There are NO EXCEPTIONS to this deadline. For further information regarding this program or the competition, call Dorothy Mora, Educational Information and Resources Branch, ECA/A/S/A, Room 349, ECA/A/S/A-10-03, U.S. Department of State, SA-44, 301 4th Street, S.W., Washington, D.C. 20547, phone: 202-453-8868, fax: 202-453-8890, e-mail: MoraDD@state.gov.